

Rep Order# 8883418 Ver# 3 Status Revised  
EC'd Yes

Traffic Order# 37602

Printed: 10/19/2012 8:48 AM  
Last Received: 10/19/2012 8:33 AM  
Showing Buylines: All Lines

1 of 3

Station KLAS-TV LAS VEGAS  
Advertiser ( ) NRSC / HELLER  
Product NRSC/HELLER  
Estimate#  
Buyer NEIL WILLIAMS  
Phone#  
Fax#

Agency ( ) STRATEGIC MEDIA SERVICES  
3299 K STRETT NW, SUITE 200  
WASHINGTON, DC 20007  
Agency C/P1/P2/E  
Flight Dates 10/17/2012 - 10/23/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) MIKE JONES  
Salesperson Phone# 202-872-5880  
Salesperson FAX# 202-872-0263

--- CONTRACT COMMENT ---

NRSC/HELLER COORDINATED FUNDS \*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISION, DO NOT DOUBLE BOOK  
TOTAL - \$24,870

| LT  | Ln  | Day | Time        | Program                          | Len | Rate       | Dates       | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|-----|-----|-------------|----------------------------------|-----|------------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | --- | ---         | -----                            | --- | ---        | ---         | ---        | ---        | ---         | ---        | ---     |
|     | 1   | TU  | 900P-1000P  |                                  | :30 | \$2,100.00 | 10/23-10/23 | 1          | 1          | 1           | \$2,100.00 |         |
|     |     |     |             | Buyline Comment: NCIS            |     |            |             |            |            |             |            |         |
|     | 2   | TH  | 900P-1000P  |                                  | :30 | \$2,100.00 | 10/18-10/18 | 1          | 1          | 1           | \$2,100.00 |         |
|     |     |     |             | Buyline Comment: P OF INTEREST   |     |            |             |            |            |             |            |         |
|     | *3  | M   | 900P-1000P  |                                  | :30 | \$2,100.00 | 10/22-10/22 | 1          | 1          | 1           | \$2,100.00 |         |
|     |     |     |             | Buyline Comment: HAWAII 5-0      |     |            |             |            |            |             |            |         |
|     |     |     |             | Sales Remark: V3                 |     |            |             |            |            |             |            |         |
|     |     |     |             | V3 Time Changed, Comment Changed |     |            |             |            |            |             |            |         |
|     | 4   | TH  | 1000P-1100P |                                  | :30 | \$2,200.00 | 10/18-10/18 | 1          | 1          | 1           | \$2,200.00 |         |
|     |     |     |             | Buyline Comment: ELEMENTARY      |     |            |             |            |            |             |            |         |
|     | 5   | SU  | 800P-900P   |                                  | :30 | \$7,350.00 | 10/21-10/21 | 1          | 1          | 1           | \$7,350.00 |         |
|     |     |     |             | Buyline Comment: AM RACE         |     |            |             |            |            |             |            |         |

Rep Order# 8883418 Ver# 3 Status Revised  
EC'd Yes

Traffic Order# 37602

Printed: 10/19/2012 8:48 AM  
Last Received: 10/19/2012 8:33 AM  
Showing Buylines: All Lines

2 of 3

Station KLAS-TV LAS VEGAS  
Advertiser ( ) NRSC / HELLER  
Product NRSC/HELLER  
Estimate#  
Buyer NEIL WILLIAMS  
Phone#  
Fax#

Agency ( ) STRATEGIC MEDIA SERVICES  
3299 K STRETT NW, SUITE 200  
WASHINGTON, DC 20007  
Agency C/P1/P2/E  
Flight Dates 10/17/2012 - 10/23/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) MIKE JONES  
Salesperson Phone# 202-872-5880  
Salesperson FAX# 202-872-0263

| LT  | Ln  | Day      | Time        | Program                      | Len | Rate       | Dates       | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|-----|----------|-------------|------------------------------|-----|------------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | ---      | ---         | -----                        | --- | ---        | ---         | ---        | ---        | ---         | ---        | ---     |
|     | 6   | F        | 900P-1000P  |                              | :30 | \$1,400.00 | 10/19-10/19 | 1          | 1          | 1           | \$1,400.00 |         |
|     |     |          |             | Buyline Comment: CSI NY      |     |            |             |            |            |             |            |         |
|     | 7   | W        | 900P-1000P  |                              | :30 | \$2,500.00 | 10/17-10/17 | 1          | 1          | 1           | \$2,500.00 |         |
|     |     |          |             | Buyline Comment: C MINDS     |     |            |             |            |            |             |            |         |
|     | 8   | W-F,M-TU | 1200P-1230P |                              | :30 | \$325.00   | 10/17-10/23 | 1          | 1          | 1           | \$325.00   |         |
|     |     |          |             | Buyline Comment: NEWS        |     |            |             |            |            |             |            |         |
|     | 9   | W-F,M-TU | 630P-700P   |                              | :30 | \$325.00   | 10/17-10/23 | 2          | 1          | 2           | \$650.00   |         |
|     |     |          |             | Buyline Comment: INSIDE ED   |     |            |             |            |            |             |            |         |
|     | 10  | W-F,M-TU | 700P-800P   |                              | :30 | \$350.00   | 10/17-10/23 | 2          | 1          | 2           | \$700.00   |         |
|     |     |          |             | Buyline Comment: INSIDER/ET  |     |            |             |            |            |             |            |         |
|     | 11  | W-F,M-TU | 500P-630P   |                              | :30 | \$500.00   | 10/17-10/23 | 3          | 1          | 3           | \$1,500.00 |         |
|     |     |          |             | Buyline Comment: NEWS        |     |            |             |            |            |             |            |         |
|     | 12  | SU       | 800A-830A   |                              | :30 | \$350.00   | 10/21-10/21 | 1          | 1          | 1           | \$350.00   |         |
|     |     |          |             | Buyline Comment: NEWS        |     |            |             |            |            |             |            |         |
|     | 13  | SA       | 500P-700P   |                              | :30 | \$225.00   | 10/20-10/20 | 2          | 1          | 2           | \$450.00   |         |
|     |     |          |             | Buyline Comment: NEWS        |     |            |             |            |            |             |            |         |
|     | 14  | W-F,M-TU | 500A-60CA   |                              | :30 | \$225.00   | 10/17-10/23 | 2          | 1          | 2           | \$450.00   |         |
|     |     |          |             | Buyline Comment: NEWS        |     |            |             |            |            |             |            |         |
|     | 15  | W-F,M-TU | 900A-1000A  |                              | :30 | \$275.00   | 10/17-10/23 | 1          | 1          | 1           | \$275.00   |         |
|     |     |          |             | Buyline Comment: KEELY       |     |            |             |            |            |             |            |         |
|     | 16  | W-F,M-TU | 700A-900A   |                              | :30 | \$200.00   | 10/17-10/23 | 2          | 1          | 2           | \$400.00   |         |
|     |     |          |             | Buyline Comment: EARLY S HOW |     |            |             |            |            |             |            |         |

Rep Order# 8883418 Ver# 3 Status Revised  
EC'd Yes

Traffic Order# 37602

Printed: 10/19/2012 8:48 AM  
Last Received: 10/19/2012 8:33 AM  
Showing Buylines: All Lines

3 of 3

Station KLAS-TV LAS VEGAS  
Advertiser ( ) NRSC / HELLER  
Product NRSC/HELLER  
Estimate#  
Buyer NEIL WILLIAMS  
Phone#  
Fax#

Agency ( ) STRATEGIC MEDIA SERVICES  
3299 K STRETT NW, SUITE 200  
WASHINGTON, DC 20007  
Agency C/P1/P2/E  
Flight Dates 10/17/2012 - 10/23/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) MIKE JONES  
Salesperson Phone# 202-872-5880  
Salesperson FAX# 202-872-0263

| LT | Ln | Day                   | Time      | Program | Len | Rate    | Dates       | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|----|----|-----------------------|-----------|---------|-----|---------|-------------|------------|------------|-------------|------------|---------|
|    | 17 | W-F,M-TU              | 400A-459A |         | :30 | \$20.00 | 10/17-10/23 | 1          | 1          | 1           | \$20.00    |         |
|    |    | Buyline Comment: NEWS |           |         |     |         |             |            |            |             |            |         |

---REPORT TOTALS---

Report Totals: 24 / \$24,870.00

---SALES MONTHLY TOTALS---

Oct 12: 24 / \$24,870.00

Sales Totals: 24 / \$24,870.00

Station Totals: 24 / \$24,870.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

|               |          |      |    |      |     |      |     |      |     |      |    |
|---------------|----------|------|----|------|-----|------|-----|------|-----|------|----|
| Market Totals | \$82,900 | CABL | 0% | KLAS | 30% | KSNV | 40% | KTNV | 25% | KTUD | 0% |
|               |          | KVCW | 0% | KVMY | 0%  | KVVU | 5%  | UNKN | 0%  |      |    |

Books FEB11  
Demos RA35+